

METALCRAFT

*Tubular Steel Furniture
For 1938*

RETURN TO

DESIGN DIV.

C-4

DESIGN

JAN 3

S. F. W. C. H.

RETURN TO

METALCRAFT CORPORATION
DESIGN DIV.

5101 PENROSE ST.
ST. LOUIS . . . MO.

THE PROFIT ADVANTAGES OF STOCKING A *Fast Selling* LINE OF SUMMER FURNITURE

Index		
No.	Page No.	Page
179	16 382	12
331	2 383	13
332	3 390	4
335	1 391	5
336	1 393	11
342	16 394	15
343	16 395	15
346	15 397	14
348	16 399	6
379	15 400	6

The Metalcraft line of tubular steel furniture, illustrated in this catalogue, has been fabricated, designed, and priced to meet your demands for volume selling to the mass market—assuring quick turnover and satisfactory profits. Every item in the line has been tested for salability. Each is a good seller.

The simplicity and pleasing harmony in design and color scheme of the entire line make it easy to sell complete sets of three, four or more pieces simply by combining various pieces from your stock. This method reduces inventory and assures greater profit possibilities.

Metalcraft tubular steel furniture is manufactured in a large modern plant with unexcelled facilities for producing fine quality precision-built steel furniture in sufficient volume to keep manufacturing costs and prices at a minimum. We welcome your orders and assure you of our assistance in building a successful business on this line.

RETURN TO

DESIGN DIV.

No. 336 (Inset)—High Back Spring Rocker

Identical with No. 335, described below, except it has a high back (32"), which adds to comfort. Shipping weight, 38 pounds.

No. 335—Low Back Spring Rocker

For your customers who prefer the rocking chair type we believe this number will prove more desirable than any other make.

Ours has the true rocking chair motion and adjusts itself to any angle for comfortable sitting. Special adjustment for spring tension allows rocker to work equally well for persons of different weight. A very popular seller.

Specifications—

Height of seat from floor	15 1/4"
Width of seat	20 1/4"
Depth of seat	19 1/4"
Height of back	23 1/4"
Tubing size	7/8"
Shipping weight	36 lbs.

Colors—Red and White, Blue and White, Green and Orange





No. 331—Low Back Adjustable Lounge Chair

Here is a chair that achieves the utmost in comfort and relaxation. Especially designed to meet the preferences of those who require a multiple-duty chair. The seat and back are adjustable to four different positions ranging from upright sitting posture to lounging 'way back in comfort.'

Very attractively styled, featuring special comfort-shaped seat and perforations for coolness arranged for decorative effect. A very popular number.

Specifications—

Height of seat from floor.....	16"
Width of seat.....	20 1/4"
Depth of seat.....	19 1/4"
Height of back.....	23 1/4"
Tubing size.....	7/8"
Shipping weight.....	29 lbs.

Colors — Red and White, Blue and White, Green and Orange

No. 332—High Back Adjustable Lounge Chair

It's the "loafin'est" chair anyone could ask for. Just the thing for those who want real muscular repose. Same style as No. 331, except that it has a high back to permit pillow being placed under head. Same perforations, stenciling and comfort-shaped seat.

Adjustable to four positions from upright to lounging. A splendid companion chair to No. 331. Most of our customers will want both of these popular numbers.

Specifications—

Height of seat from floor.....	16"
Width of seat.....	20 1/4"
Depth of seat.....	19 1/4"
Height of back.....	32"
Tubing size.....	7/8"
Shipping weight.....	32 lbs.

Colors — Red and White, Blue and White, Green and Orange





No. 390—Glider Chair

This new member of our family capitalizes on the growing popularity of glider-type lounges. Its special built-in suspension principle provides a smooth back and forth motion which requires but a minimum of effort to operate. The comfortable form-fitting seat assures restful posture.

Every buyer who has seen this chair has been enthusiastic about its immense selling possibilities. Extra appropriate to sell in connection with No. 391 Glider.

Specifications—

Height of seat from floor.....	15 1/4"
Width of seat.....	20"
Depth of seat.....	19 1/4"
Height of back.....	23 1/4"
Tubing size.....	7/8"
Shipping weight.....	38 lbs.

Colors—Red and White, Blue and White, Green and Orange

No. 391—Double Seat Glider

A very popular item for porch, lawn and rathskeller. This glider is similar in construction and working principle as No. 390 Glider, except that it has the double seat, providing ample space for two people.

Its comparatively low price readily invites set purchases in connection with No. 390 Glider, giving an additional profit to the

RETURN TO

Specifications—

Height of seat from floor.....	15 1/4"
Width of seat.....	38"
Depth of seat.....	19 1/4"
Height of back.....	23 1/4"
Tubing size.....	7/8"
Shipping weight.....	55 lbs.

Colors—Red and White, Blue and White, Green and Orange





No. 400—(Inset) High Back Spring Chair

Identical with No. 399, except it has a high back (32"), which adds to comfort. Shipping weight, 38 pounds.

No. 399—Low Back Spring Chair

Invite your hard-to-sell customers to sit in THIS chair. One minute of such demonstration will sell more chairs for you than hours of hard work. That's because our Spring Chairs are unique and different from all others on the market. Our exclusive patent. Seat is adjustable to three positions.

The Low Back Spring Chair "gives" to the most comfortable angle and has a gentle back and forth movement, giving a comfortable swinging effect. Well built to give a lifetime of comfortable service.

Specifications—

Height of seat from floor..... 16"
 Width of seat..... 18 1/4"
 Depth of seat..... 19 1/4"
 Height of back..... 23 1/4"
 Tubing size..... 7/8"
 Shipping weight..... 33 lbs.
 Colors—Red and White, Blue and White, Green and Orange

7 Metalcraft Color Combinations Are "Sales-Tested" 7.
 ASSURES AMPLE VARIETY FOR VOLUME SALES—NO SLOW MOVERS WITH CARRY-OVER LOSS.



The following numbers are available in Green and Orange:

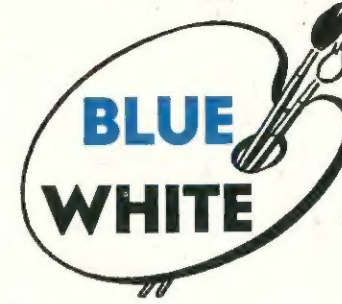
331	390
332	391
335	394
336	395
346	399
379	400

Seats and backs are orange—tubing is green.



RED AND WHITE

All Metalcraft Furniture is available in Red and White. Seats and backs are White—tube and stencil decorations are Red.



BLUE AND WHITE

All Metalcraft Furniture is available in Blue and White. Seats and backs are White—tube and stencil decorations are Blue.



The following numbers are available in Yellow and Green:

346	393
379	394
382	395
383	397

Seats and backs are Green—tubing is Yellow.

(All White Is Available on All Numbers at Slightly Higher Prices.)



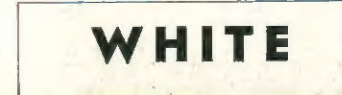
AND



AND



AND



AND



At Ease

are the occupants of these smart-looking designed-for-rest chairs. Notice how strength and comfort are emphasized by graceful structural design.

At Ease

are those dealers who have placed their orders for complete stocks of these popular numbers. They will be able to supply the demand when the active selling season starts.



ORDER NOW!

Don't lose sales for lack of stock. To assure prompt delivery and greatest selling possibilities anticipate your complete requirements. Place your order **TO-DAY**.

ALL WHITE

Metalcraft Summer Furniture may be obtained in an all-white finish at a slight additional cost over standard finishes.



Rest Assured—

There IS Bigger Profit to Dealers
Who Stock the Metalcraft Line.

BUILT to provide a degree of comfort and relaxation seldom found in metal furniture, the Metalcraft Line appeals to ALL buyers of summer furniture.

PRICED well within the means of the average family, Metalcraft furniture sells to a much wider market. For you—Metalcraft means faster sales . . . quicker turnovers . . . and bigger net profits.

Use the Metalcraft Line as a magnet to draw many new customers to your store. Order your complete stock today.



No. 393—Spring Base Chair

Here is a spring base chair that enables the dealer to offer "something different and better." It features a special type of construction which is patented and cannot be copied.

This chair "gives" to the most comfortable sitting angle and has a restful back and forth movement. The unique manner in which the spring steel is used provides truly exceptional comfort. The style is unusually graceful with attractive slat-type seat and back, conforming to body contour.

Specifications—

Height of seat from floor	15 ³ / ₈ "
Width of seat	18 ¹ / ₄ "
Depth of seat	18"
Height of back	22 ¹ / ₂ "
Tubing size	7/8"
Shipping weight . . . 1 in ctn., 27 ³ / ₄ lbs.	
2 in ctn., 53 ¹ / ₂ lbs.	

Colors — Red and White, Blue and
White, Yellow and Green





No. 382—Low Back Semi-Rigid Chair

This outstandingly popular chair offers a multitude of advantages which lift it to the best seller class. All-steel construction with tubular steel base designed for heavy service. Seat and back are flexible steel slats securely fastened to frame. Measurements are generous enough to permit even the larger person to sit in comfort.

RETURN TO

DESIGN DIV.

Height of seat from floor.....	16"
Width of seat.....	18 1/4"
Depth of seat.....	17 1/2"
Height of back.....	19"
Tubing size.....	7/8"
Shipping weight.....	1 in ctn., 22 lbs. 3 in ctn., 56 lbs.

Colors — Red and White, Blue and White, Yellow and Green

No. 383—Semi-Rigid High Back Chair (Double Arms)

This popular style has all the structural advantages of No. 382 with the additional appeal of greater comfort due to its high back construction and double arms.

Since it is a logical companion chair to No. 382, both numbers can readily be sold in combination, assuring extra profit to the dealer and a harmonious ensemble for the purchaser.

Specifications—

Height of seat from floor.....	16"
Width of seat.....	18 1/4"
Depth of seat.....	17 1/2"
Height of back.....	28"
Tubing size.....	7/8"
Shipping weight.....	1 in ctn., 27 lbs. 2 in ctn., 52 lbs.

Colors — Red and White, Blue and White, Yellow and Green





No. 397—Occasional Chair

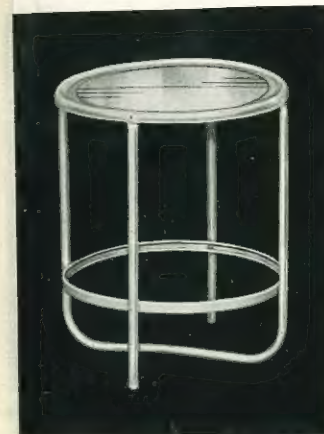
This chair is especially designed to occupy only a small floor space, making it the logical choice for home or apartment where porch room is limited.

Modern streamlined styling and comfort-contour seat and back, coupled with its low price make it a fast selling number.

Specifications—

Height of seat from floor.....	16 1/2"
Width of seat.....	18 1/4"
Depth of seat.....	17 1/2"
Height of back.....	19 1/2"
Tubing size.....	7/8"
Shipping weight.....	1 in ctn., 20 lbs. 3 in ctn., 56 lbs.

Colors—Red and White, Blue and White, Yellow and Green



No. 346—15" TABLE

Very attractively styled and of all steel construction. Richly enameled.

Specifications—

Height of top from floor.....	18"
Diameter of tray.....	15 1/4"
Tubing size.....	5/8"
Stencil on tray.....	
Shipping weight.....	5 1/2 lbs.
Colors—Red and White; Blue and White; Green and Orange; Green and Yellow.	

Quality Talks Price in Metalcraft Furniture.

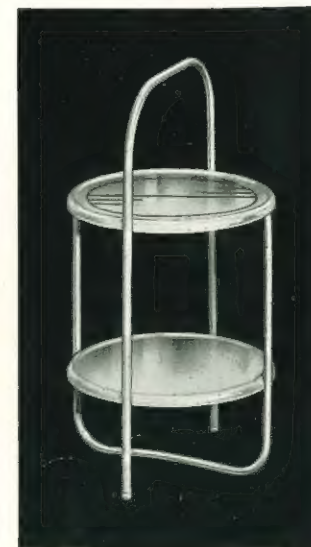
Companion Pieces to Metalcraft Chairs

No. 379—15" DOUBLE-DECKER TABLE

Ample space for glasses, books, magazines, etc., is provided by two convenient trays. Handle permits easy moving. All steel construction.

Specifications—

Height of top from floor.....	20 1/4"
Diameter of trays.....	15 1/4"
Space between shelf and top.....	12"
Handle height.....	29 1/4"
Tubing size.....	3/8"
Stencil on tray.....	
Shipping weight.....	8 1/2 lbs.
Colors—Red and White; Blue and White; Green and Orange; Green and Yellow.	



No. 394 20" FOLDING TABLE

This table will "go places" in sales and in use. Detachable legs fold into compact space. Easily fits in auto trunk. Very attractively finished.

Specifications—

Height of top from floor.....	19 1/2"
Diameter of tray.....	20"
Tubing size.....	7/8"
Stencil on tray.....	
Shipping weight.....	8 1/2"
Colors—Red and White; Blue and White; Green and Orange; Green and Yellow.	



No. 395—OTTOMAN

For those who like to relax with their feet off the ground, the Ottoman will "plus" many a chair sale. Inexpensive, sturdily built and it is available in matching colors and trim to the chairs.

Specifications—

Height of top from floor.....	13"
Size of top.....	16"x18"
Size of tubing.....	7/8"
Stencil on top.....	
Shipping wt. (2 in cart.)	19 lbs.
Colors—Red and White; Blue and White; Green and Orange; Yellow and Green.	

All Metalcraft Furniture is shipped K. D. or partially K. D.

Metalcraft Tubular Steel Folding Chairs

No. 342—FOLDING CHAIR

Finished in Matching Colors to Metalcraft
Summer Furniture



An "occasional" chair to sell along with other summer furniture numbers illustrated in this catalogue. This amazingly comfortable folding chair has many advantages in modern chair design, including a "telescope folding action." It is easy to handle because there are no free swinging parts when the chair is closed. Back and seat are perforated in pleasing design and back is curved to body contour. You will have no trouble selling several of these desirable chairs with your sets of summer furniture.

Colors—Red and White, Blue and White, Green and Orange.

Specifications—

Over-all height 33"
Seat height 17 $\frac{3}{4}$ "
Seat 12 $\frac{1}{2}$ "x13 $\frac{1}{2}$ "
Pkd. 4 in Shpg. Cart.
Carton weight 40 lbs.

Also available for public seating use in Medium Brown, Olive Green or Taupe.

Thousands upon thousands of Metalcraft Folding Chairs have been sold and are in constant daily use, for they have earned a reputation for ruggedness of construction as shown in their long-lived service. Despite the amazingly low prices at which these chairs are offered to the trade, their high quality makes their actual "cost-in-service" even lower to the user. Write for literature and complete details. Special colors on quantity orders.

No. 179 FOLDING CHAIR



Widely used in auditoriums, schools, lodges and other places where service and economy are demanded.

Specifications—

Over-all height 31 $\frac{1}{4}$ "
Seat height 17"
Seat 12 $\frac{1}{2}$ "x13 $\frac{1}{2}$ "
Pkd. 4 in Shpg. Cart.
Carton weight 40 lbs.
Finish—Medium Brown.
Olive Green.

No. 348 FOLDING CHAIR



Modernly styled with graceful design. Curved seat and back shaped to body contour.

Specifications—

Over-all height 33 $\frac{1}{2}$ "
Seat height 17 $\frac{3}{4}$ "
Seat 14 $\frac{1}{4}$ "x14"
Pkd. 4 in Shpg. Cart.
Carton Weight 48 lbs.
Finish—Medium Brown.
Olive Green. Taupe.

No. 343 FOLDING CHAIR



Identical with the 348 except that the bar has been eliminated and replaced with cross bar as illustrated.

Specifications—

Over-all height
Seat height
Seat
Pkd. 4 in Shpg. Ca
Carton weight
Finish—Medium Bro
Olive Green, Tau

"Sell the Set"

Jan. 3, 1938

The various pieces of Metalcraft furniture have been designed and finished for easy grouping to enable you to sell complete sets. To do this it is not necessary to carry a wide variety and you can make your own sets to suit the customers' demands.

Sets Are Easy to Sell

... because you can feature a full set of Metalcraft furniture at a price only slightly more than the customer would expect to pay for a few pieces of outdoor steel furniture.

Metalcraft has opened up a tremendous new market by bringing the price of this type of furniture down to where the average buyer can readily afford it. Concentrate on set-selling, remembering that everyone likes to relax outdoors in summer—see that the customer has enough chairs for everyone in the family plus several No. 342 folding chairs for ready use and a table or two.

You'll make more money selling complete sets.

DEALER HELPS

Newspaper advertisements in one, two and three column are now in preparation and will be available for Dealer use in mat form. Small wood cuts of the various pieces are available for individual exploitation of each piece.

Write for complete details advising the type of material you are interested in receiving.

RETURN TO
DESIGN DIV.

Metalcraft

Tubular Steel Furniture for

PORCH

LAWN

GARDEN

SUNROOM

RATHSKELLER

EVERY METALCRAFT NUMBER IS A PRICE AND STYLE LEADER

Place your order today for Metalcraft Tubular Steel Furniture to be assured of ample stock with maximum profits to you during the selling season. We can't say, "Place your order early to avoid the rush," because the rush is already taking place—but place your order NOW to be assured of ample stock when the selling season opens.

RETURN TO
DESIGN DIV.

